

# JOB AND PERSON SPECIFICATION

1. POSITION DETAILS			
Position Title	My Health Record Regional Social Media Coordinator	Date Approved	
Portfolio	Data, Quality and Support	Status of Employment	Contract position up to 30 December 2018
2. POSITION CONTEXT			
Organisational overview	<b>Why We Exist</b> To connect the Primary Health Care system and improve the health and wellbeing of our community.		
	<b>Our Team Values</b> <ul style="list-style-type: none"> <li>• We actively listen and communicate with empathy and respect.</li> <li>• We do what we say we will do.</li> <li>• We take time to build relationships.</li> <li>• We deliver work to high standards for best possible outcomes.</li> <li>• We find ways to communicate and collaborate within and across teams, to ensure a shared understanding.</li> <li>• We undertake our roles with a positive, can do attitude and genuine desire to help each other</li> <li>• We are resourceful and solution focused.</li> </ul>		
Job purpose statement	<b>My Health Record</b> My Health Record (MyHR) is a secure online summary of a person's health information. This person controls what goes into it, and who is allowed to access it. It enables healthcare information to be shared with your doctors, providers, hospitals and other healthcare providers. APHN is supporting the Australian Digital Health Agency (the Agency) to implement change that means all Australia will be automatically enrolled in MyHR with the option to opt out if they choose.		
	<b>Job Summary</b> The My Health Record Regional Social Media Coordinator, will be responsible for the delivery and implementation of social media engagement and activities for the My Health Record expansion on behalf of South Australia and the Northern Territory. This position will oversee the design and delivery of a multi-channel social media strategy for South Australia and the Northern Territory that integrates and is consistent with other national, state or territory engagement activities.		
	The MyHR Regional Social Media Coordinator will be tasked with designing the social media engagement plan for engaging your regional community through a variety of channels to raise awareness of the My Health Record expansion in 2018. This role will work closely with each PHN in South Australia and the Northern Territory to achieve objectives, as well as the Agency's MyHR communications team.		

	The Agency will provide a national communications strategy, which will inform the development of the Regional Plan. The regional plan will take into account the demographics of the SA/NT region, including any vulnerable or priority groups that need to be targeted to achieve high consumer awareness. The Agency will also provide creative collateral to support activities, however this role will be expected to identify any custom collateral requirements and provide ongoing feedback on their effectiveness.
<b>Key relationships</b>	General Practice, Primary Health Care providers, Community
<b>Reporting</b>	<b>Reports to:</b> <ul style="list-style-type: none"> <li>Executive Manager Data, Quality and Support</li> </ul>
<b>Line management responsibility</b>	N/A
<b>Special conditions</b>	<ul style="list-style-type: none"> <li>Some out of hours' work may be required.</li> <li>Intrastate and interstate travel may be necessary.</li> <li>Must possess a current Driver's Licence &amp; insurance and prepared to use own vehicle.</li> <li>Must maintain a current Police clearance.</li> <li>APHN is a smoke free workplace.</li> <li>Participate in Performance Review &amp; Development process.</li> </ul>

### 3. ESSENTIAL MINIMUM CAPABILITIES

<b>Skills and abilities</b>	<ul style="list-style-type: none"> <li>A passion and commitment to improving primary health outcomes within our community.</li> <li>Ability to support APHN objectives to deliver outcomes within a tight timeframe and displaying behavioural flexibility.</li> <li>Demonstrated ability to work as a member of teams and across multi-disciplinary teams with competing priorities.</li> <li>Exceptional communications skills and proven ability to develop relationships and work collaboratively.</li> <li>Ability to multitask and work to deadlines.</li> <li>Excellent attention to detail and experience meeting a range of reporting requirements</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Experience in similar state or national social media management roles, including specifically demonstrated skills in developing and implementing social media engagement strategies that reach a variety of target audiences.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Social media principles and platforms.</li> </ul>
<b>Qualifications:</b>	<ul style="list-style-type: none"> <li>Tertiary qualifications and/or experience in communications or other relevant field</li> <li>Relevant healthcare sector experience and understanding of state and/or Commonwealth government</li> </ul>

### 4. DESIRABLE CHARACTERISTICS

<b>Attributes/experience</b>	<ul style="list-style-type: none"> <li>A sense of humour.</li> </ul>
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### 5. ORGANISATIONAL REQUIREMENTS

<b>Compliance</b>	<ul style="list-style-type: none"> <li>Employees must support the aims and objectives of APHN through understanding and implementation of the APHN Strategic Plan and Objectives.</li> <li>Be aware of and adhere to APHN's policies and procedures.</li> <li>Display a commitment and passion for APHN Values.</li> </ul>
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## 6. KEY RESULTS, ACCOUNTABILITIES AND PERFORMANCE INDICATORS

Key Result Area	Accountabilities and Outcomes <i>(What is to be achieved – responsibilities and duties)</i>	Key Performance Indicator <i>(This is the measurement criteria for how each accountability/responsibility is achieved)</i>
<b>Capacity building</b>	1. Establishing and maintaining strong relationships with the Agency's MyHR communications team, all SA and NT PHNs and other key stakeholders.	1. Establish and implement, as agreed upon with the Agency's Communications Team and the My Health Record Regional Communications Coordinator, a PHN Regional Communications strategy.
	2. Supporting the development and execution of the regional My Health Record social media activities.	2. Implementation of a Social Media strategy the meets the requirements of the Agency for the regions. 3. Success of the social media strategy in accordance with the agreed evaluation framework.
<b>Effective engagement and partnership</b>	1. Supporting the broader communication and engagement activities of the My Health Record PHN teams as required.	1. Actively support the PHNs My Health Record teams with social media activities as required and assist with ensuring social media activities are in line with the PHNs communication plans and Agency guidelines.
	2. Supporting local PHNs in South Australia and the Northern Territory to engage with local consumer groups and undertaking activities at local events – thinking about how social and online communication can support and enhance events.	2. Support the Identification of appropriate consumer groups and work with the PHNs My Health Record teams to target the identified groups utilising social media platforms.
<b>Integration</b>	1. Identifying, developing and implementing an effective regional plan utilising multiple channels to reach consumers across a variety of audiences.	1. Successful identification and implementation of regional social media plan. 2. Success of social media communications in accordance with the regional social media plan.
	2. Identification of key local influencers and champions, both online and offline.	2. Contribution to development and production of video content in all your organisation and other PHN regions.
<b>Quality effectiveness and efficiency</b>	1. Budget management and project reporting.	1. Actively participate in all budget and project reporting as directed by the Agency and/or PHNs.
	2. Adhering to the Agency's communications strategy and style guide.	2. All communications are distributed as per the Agency's communications strategy and meet all style guidelines.
<b>Innovation design</b>	1. Create and implement a social media publishing schedule for content which supports the national activities.	1. Successful creation and implementation of social media schedule in line with national priorities and/or as directed by the Agency.

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Information management	1. Developing robust analytics and measurement of activities, integrating with broader measurement requirements provided by the Agency.	1. Ensure all data from activities are recorded as per the agreed reporting process.
	2. Responding to routine inquiries, including identifying potential issues and escalating to appropriate channels when required.	2. Timely response to inquiries and resolutions as applicable. Appropriate escalation and follow up of issues that require support and/or further information from the Agency, timely feedback to local PHNs My Health Record teams.
Communication and marketing	1. Providing social media content, placement and monitoring to APHN and NTPHN and across multiple channels in accordance with Agency policies.	1. Support PHNs to implement a robust social media campaign in line with the Agency's guidelines and policies.
	2. Developing an understanding of the nuances of appropriate communication for this program and the audiences who engage with it.	2. Ensure clear understanding of the audiences, language utilised and communication strategies required.

## 7. ACKNOWLEDGEMENT AND APPROVAL

***Key results and accountabilities for this position should not be considered definitive. Accountabilities and outcomes may be added, deleted or modified, in consultation with staff as necessary. Job & Person Specifications will be reviewed in line with Performance Review & Development Appraisals unless required earlier.***

ACKNOWLEDGED BY EMPLOYEE:		Date:	Signature:
APPROVED BY CEO:	Deb Lee	Date:	Signature: